

ISTITUTO TECNICO ECONOMICO “A. FUSINIERI”

Programma svolto di LINGUA INGLESE

Anno Scolastico 2016-2017

Classe 5B R.I.M

Prof.ssa Emilia Visinoni

Text: **In Business** - ed. Pearson Longman

Business theory:

Marketing and Advertising (Unit 7):

Marketing; Market research; The marketing mix; Online marketing; Advertising; The Power of advertising; Trade fairs.

Green Economy (Unit 8):

What is Fair Trade?; Microfinance; Ethical banking

Banking (Unit 5):

Banking services to businesses; Accessible banking; Methods of payment

Finance (Unit 6):

The Stock Exchange; Who operates on the Stock Exchange?

Business correspondence:

Offers

Replies to offers.

Orders

Replies to orders

Modification of orders

Cancellation of orders

Complaints

Reminders (Late payments)

Cultural context:

The British Empire (Unit 3)

Government and politics (Unit 5):

The organization of the EU; What does the European Union do?

The British Government
The American Government
Political Parties (UK/USA)

Society (Unit 6):

Population, the Welfare State, Religion in the UK and in the USA

SCHEDA:

Geography of the U.S.A.

The 1920s in the U.S.A.

World War I

The Great Depression, The Wall Street Crash

The 1930s: the New Deal.

World War II

The Brexit

Vicenza, 9 giugno 2017

I Rappresentanti di classe

Prof.ssa Emilia Visinoni
